



NEWS RELEASE

CONTACT: Rochelle Clayton

Assistant City Manager

PHONE: (951) 723-3701

EMAIL: rclayton@cityofmenifee.us

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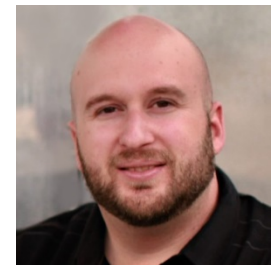
December 23, 2021

20-Year Public Relations Professional to Join City of Menifee Team

Philip Southard, a veteran communications and public affairs strategist, will start as the City of Menifee's Public Information and Legislative Affairs Officer on January 3

MENIFEE, CA— The City of Menifee is pleased to announce the appointment of Philip Southard as the City's Public Information and Legislative Affairs Officer. In this role, Southard will serve as the City's spokesperson and will oversee all communication and community engagement activities. He will also direct legislative advocacy efforts at the state and federal levels and analyze the impacts of legislation in relation to the City's interests.

Southard brings nearly 20 years of community, government, and media relations experience to Menifee. Over the last decade he has helped develop and implement public education and outreach programs for local government agencies, public utilities, and Fortune 500 companies throughout the Inland Empire and Southern California. Southard also previously served as the Public Information Officer for the City of Banning.



"We are very excited to have someone with Philip's extensive background join our team here in Menifee," said Menifee City Manager Armando G. Villa. "His wealth of experience will be an asset to the City as we look to further enhance our community engagement and overall transparency."

In addition to his local experience, Southard served in Governor Arnold Schwarzenegger's administration where he managed the Governor's educational and environmental appointments to state boards and commissions. He also served in Governor Schwarzenegger's constituent affairs and cabinet offices. Previously, Southard was a legislative aide to Senator Jim Brulte in Sacramento.

"I look forward to working with the Menifee community and am eager to get started," said Southard. "Menifee has built a strong quality of life for its residents and businesses, and I am proud to join such a talented City staff focused on continuing that success."

Southard will officially begin his new position on January 3, 2022.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*